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- 1 1. A method comprising: allowing the use of content on a content 2 receiver; 3 automatically interrupting the use of the 4 5 content; enabling the receiver to temporarily replace the 6 content with advertising; 7 8 collecting information about a characteristic of 9 a receiver; and providing that information to a remote processor-10 based system to select, from an advertising database, an 11
  - 2. The method of claim 1 including receiving an
     advertising database and combining the database with
     advertising available on the receiver.

advertising subset for use in connection with the receiver.

- 3. The method of claim 1 wherein determining
   information includes monitoring the activities of the user
   of the receiver.
- 4. The method of claim 3 wherein determining
   information includes developing a database of information
   about activities undertaken by the user of the receiver.

- 5. The method of claim 4 including selecting
   advertisements stored on said remote processor-based system
   based on information about the user of the receiver.
- 1 6. The method of claim 5 including compiling a local 2 electronic guide to advertising resources by accessing 3 advertisements available on said remote processor-based 4 system.
- 7. The method of claim 1 including determining a characteristic of advertising and comparing said characteristic to information about the use of the receiver.
- 1 8. The method of claim 1 including enabling a 2 variety of content to be selected for play at any time.
- 9. The method of claim 1 including automatically replacing the content with advertising after allowing content to be used for a predetermined amount of time.
- 1 10. The method of claim 1 including automatically
  2 determining at predetermined times whether to replace the
  3 content.

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- An article comprising a medium for storing 1 2 instructions that enable a receiver to: allow the use of content on the system; 3 automatically interrupt the use of the content; 4 enable the system to temporarily replace the 5 content with advertising; 6 collect information about characteristics of the 7 8 receiver; and provide the information to a remote processor-9 10 based system to select, from an advertising database, an advertising subset for use in connection with the receiver.
  - The article of claim 11 further storing 12. 1 2 instructions that enable the receiver to enable a variety of content to be selected for play at any time. 3
  - The article of claim 11 further storing 1 13. instructions that enable the receiver to monitor the 2 activities of the user of the receiver.
  - 1 14. The article of claim 13 further storing instructions that enable the receiver to develop a database 2 of information about activities undertaken by the user of 3 the receiver. 4

- 1 15. The article of claim 14 further storing
- 2 instructions that enable the receiver to select
- 3 advertisements stored on the remote processor-based system
- 4 based on information about the user of the receiver.
- 1 16. The article of claim 15 further storing
- 2 instructions that enable the receiver to compile a local
- 3 electronic guide to advertising resources by accessing
- 4 advertising available on the remote processor-based system.
- 1 17. The article of claim of 11 further storing
- 2 instructions that enable the receiver to determine a
- 3 characteristic of advertising and compare the
- 4 characteristic to information about the use of the
- 5 receiver.
- 1 18. The article of claim 11 further storing
- 2 instructions that enable the receiver to automatically
- 3 replace content with advertising after allowing content to
- 4 be used for a predetermined amount of time.
- 1 19. The article of claim 11 further storing
- 2 instructions that enable the receiver to automatically
- 3 determine at predetermined times whether to replace said
- 4 content.

- 1 20. The article of claim 11 further storing
- 2 instructions that enable the receiver to automatically
- 3 compile a receiver based database of advertising.
- 1 21. A system comprising:
- a receiver that receives the transmission of
- 3 content, said receiver including a shell to enable the use
- 4 of content to be interrupted and temporarily replaced with
- 5 advertising; and
- 6 storage coupled to said receiver storing
- 7 instructions that enable said receiver to determine
- 8 information about the use of the receiver and use the
- 9 information to select the advertising.
- 1 22. The system of claim 21 wherein said system is a
- 2 television receiver.
- 1 23. The storage of claim 21 wherein said receiver
- 2 automatically replaces the content with advertising after
- 3 allowing content to be used for a predetermined amount of
- 4 time.
- 1 24. The system of claim 21 wherein said receiver
- 2 automatically determines at predetermined times whether to
- 3 replace the content with advertising.
- 1 25. The system of claim 21 wherein the receiver
- 2 enables a variety of content to be selected for play at any
- 3 time.

- 1 26. The system of claim 21 wherein said storage
- 2 stores instructions that enable the receiver to monitor the
- 3 activities of the user of the receiver.
- 1 27. The system of claim 26 wherein said storage
- 2 stores instructions that enable the receiver to develop a
- 3 database of information about activities undertaken by the
- 4 user of the receiver.
- 1 28. The system of claim 21 wherein said storage
- 2 stores instructions that enable the receiver to access a
- 3 database of available advertisements on a remote processor-
- 4 based system.
- 1 29. The system of claim 28 wherein said storage
- 2 stores instructions that enable the receiver to select
- 3 advertisements stored on said remote processor-based system
- 4 based on information about the user of the receiver.
- 1 30. The system of claim 29 wherein said storage
- 2 stores instructions that enable the receiver to compile a
- 3 local electronic guide to advertising resources by
- 4 accessing advertisements available on the remote processor-
- 5 based system.